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**Estate Brokerage Services**  
7102 Frankford Ave.  
Phila PA 19135  
215-624-7100; Fax 215-624-0414  
[meichert@aol.com](mailto:meichert@aol.com)

~~PA  
PUBLIC UTILITY COMMISSION  
MAY 20 2016  
BUREAU OF  
TECHNICAL UTILITY SERVICES~~

May 18th, 2016

**Lisa MMilletics**  
**Compliance Specialist**  
**PA Public Utility Commission**  
**PO Box 3265**  
**Harrisburg, PA 17105**

**RE: SPL Logistics LLC**  
**A-6418589; A-2016-2532999**  
**Business Plan**

Hi Lisa,

How are you?

Balan is one of my clients, whom I have encouraged to get PUC authority, in addition to the ICC authority I had already obtained for him. He also has insurance through my office and is covered by Progressive Casualty, policy # 02596462, effective 8/3/15 to 8/3/16. His limits are in compliance with the ICC 1.5 million CSL.

A very polite, hard working young man, with a brilliant wife, who is a computer programmer. I believe she is the one who got him his start with J & B Software.

I have assisted him with the completion of the enclosed Business Plan (aka Verified Statements). If any additional information is needed, please don't hesitate to contact me and I will promptly provide it.

As always, your assistance is greatly appreciated.

Kind regards,

Michael Eichert

Encl:  
Business Plan  
Cert Mail:  
7015 0640 0003 7171 2222

# BUSINESS PLAN OF APPLICANT FOR MOTOR CARRIER AUTHORITY

THE FOLLOWING INFORMATION IS REQUIRED BY THE COMMISSION TO DETERMINE THE APPLICANT'S FITNESS TO OPERATE. STATEMENTS SHOULD BE TYPED OR PRINTED. ILLEGIBLE STATEMENTS WILL DELAY YOUR APPLICATION.

**A-6418589; A-2016-2532999**

PUC Application Docket No.

**SPL Logistics LLC**

Legal Name of Applicant

Trade Name, if any

**518 Deborah Court**

**Warrington**

**PA**

**18976**

Street Address (principal place of business)

City or Municipality

State

Zip Code

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This document is a business plan, or your proposal for providing the transportation service for which you are making application. Prior to deciding to make application for operating authority from the Public Utility Commission, you likely gave much consideration to the manner in which you would operate the business in order that you could provide satisfactory service to your customers and so that you could make a reasonable profit. As part of the application process, you must provide the Commission with your proposal to provide the transportation service.

You are encouraged to provide as much information as possible to fully explain your plan. If you fail to provide sufficient information about the subjects listed below, it may cause the review of your application to be delayed until you provide the necessary information. If you need more space to provide your explanation, please attach additional pages that list the appropriate item by number.

1. Identify the person providing the information by giving your name and indicate whether you are the owner, employee, officer, or attorney for the applicant.

Balaji K Balaraman-Subbayyan, Managing Member and one hundred per cent owner

2. List the applicant's affiliation (owner, manager, controls) with any other carrier, with the description of affiliation.

NONE

3. Describe the applicant's business experience, particularly any experience relating to the operation of a transportation service. An explanation of education or training that you believe may be relevant may also be included.

From 2006 to 2012 I was the manager of a Dunkin Doughnuts franchise in Florida and then in Pennsylvania where I learned the business practices involved with running a successful franchise. My responsibilities as manager included hiring and firing employees, scheduling employees, purchasing goods, and becoming acquainted with the laws governing business. From 2012 to 2015 I developed a relationship with J & B Software for whom I chauffeured employees and visitors for the company to various destinations, including the surrounding airports in Philadelphia, New Jersey and New York. This gave me the idea to develop my own business and hire myself to the general public in limousine service.

In June of 2015, I opened my own company: SPL Logistics LLC. I then applied for and successfully received ICC authority at MC- 928639 to transport passengers in limousine service, which I am still doing. Now I am seeking intrastate authority as regulated by the Pennsylvania Public Utility Commission so as to expand my business locally.

4. Describe the physical location, to include the office area, office machines that will be used, and where vehicles will be stored. Household goods in use carriers should include a description of their storage facilities, if applicable.

A) I currently live at 518 Deborah Court Warrington, PA 18976. This is my home. It has a private driveway, and a garage, with parking easily for at least 2 vehicles in the back of my home and another two out front. Inside my home I have set aside a room which I am using as my office. My office is already equipped with: a telephone, a computer having 64 GB of hard drive memory, a fax machine with a dedicated line 24 hours a day, a combination printer, copier, scanner, and a four drawer filing cabinet in which are stored my records of clients, invoices, maintenance records for my vehicle that I already own. In the future, ~~and~~ will also store driver records, and any correspondence between the Commission and myself.

B) The house has a private driveway where up to two vehicles can be parked outside and one in the garage, as well as two in front of my home.

C) I will maintain PUC and business records in my computer, which will be periodically backed up onto an external hard drive, as well as keeping any paper records and correspondence in the filing cabinets mentioned above.

5. In regard to your communication network, please explain how you will receive customer requests for transportation, how you will dispatch the vehicles to fulfill the request, and stay in continuous communication with drivers.

A) Customer requests shall be taken by telephone, which number shall be forwarded to my cellular phone in the event I am not in the office. I will also be able to accept requests by fax, email, cellular phone and a web-site that I plan to develop if my authority is approved. My regular hours of operation will be Monday through Saturday, 8AM to 6PM. Any calls received after hours will be answered by my answering machine. Email requests will be monitored not only during regular business hours, but evenings also, as well as any fax and web requests. Calls received after normal business hours will be responded to at the beginning of the next business day. If an emergency, I will try to respond to it as quickly as I am able.

B) Any driver wishing to work with my must have a smart phone, capable of text messaging, picture taking, and receiving email so that I am assured of being able to have immediate and continuous contact with my drivers in the event their service is needed, or if they are on a job and need to contact me for whatever reason.

C) Vehicles will be dispatched based on the client's needs for service, including the number of the party. Pick-up and destination will be pre-routed using GPS when unknown.

6. Please explain:

a) Your hiring standards for drivers:

Drivers must be a minimum of 25 years of age, have at least three years of experience, a clean driving record and no criminal background and no adverse medical condition which may impair or affect their ability to drive.

b) Your system to ensure prospective drivers will be subject to a criminal background check;

Before hiring, a driver will have a criminal background check run, as well as a motor vehicle record and at least annually thereafter.

c) Your driver training program:

Cultivating a clientele is extremely import, especially in this very competitive era, of not just other limousine companies, but the digital upstarts like Uber & Lyft. A well mannered, courteous, knowledgeable driver is paramount in the success of my company. Therefore, all drivers will be personally interviewed and given a driving test with myself in the vehicle. A destination will be given to them and I will sit in the vehicle as a passenger so that I may observe their driving skills and habits. During this time, I will explain to them what is expected with regard to client courtesy, making sure they address our patrons by the proper title or salutation, reminding them that they are expected at all times to open and close doors, making sure the client is safely in or has exited from the vehicle. Smoking in the vehicle is never permitted.

In addition, accident reporting procedure will be explained. All drivers will also be given an accident reporting form to assist them in the event of an accident so they can remember what information is required to properly file a claim.

They will also be encouraged to take as many pictures as possible of any damage to our vehicle or any striking vehicle, road conditions, and location.

Drivers will be expected to be dressed in a professional manner, wearing a white collared shirt with tie, no jeans, no sandals.

Drivers will also be expected to keep a log of pick-up, and stops made along the way, destination and times of pick-up and drop-off.

Drivers will be expected to familiarize themselves with Pennsylvania PUC code, Chapter 1057, especially section 10, pertaining to Limousine Drivers requirements.

d) Your system for ensuring that your drivers are properly licensed at all times;

As part of the application process, I will pull my drivers' mvr's at hiring and every six months thereafter. Their records will also be pulled by the insurance company who will also advise me of the drivers' acceptability.

- e) Your system to ensure that all drivers will be subject to a criminal background check every two years:

I will pull the drivers' criminal history at hiring and annually thereafter.

- f) Your policies regarding alcohol and drug use by your drivers;

NO ALCOHOL, OR DRUG USE WILL BE TOLERATED, no exception. Drivers will be expected to comply with random testing, especially in the event of a serious accident.

- 7) Please state the number of vehicles you plan to use in your business and why that number is appropriate to provide reasonable and efficient service to the geographical territory you will be serving. If you have already obtained vehicles for your business, please list them in the chart below. Limousines may not be used if the vehicle's mileage is greater than 350,000.

Currently I will be using the one vehicle listed below. In this past year and the previous year working for J & B I have been fortunate to develop a small clientele. Currently, the vehicle described below proves adequate to provide the service needed by them. I hope that eventually my business will continue to grow allowing me to increase the size of my fleet and expand into driving for weddings, in addition to the corporate accounts I currently have.

<u>YEAR</u>	<u>MAKE</u>	<u>MODEL</u>	<u>SEATING CAPACITY</u>	<u>VEHICLE ID #</u>
2007	Lincoln	Town Car	6	ILNHM 81V47Y609146

- 8) Describe your vehicle safety program. Please include the following in your explanation:
- a) Your periodic vehicle maintenance plan;

Vehicles are serviced per Manufacturers Recommended Requirements, or as needed. Routine maintenance shall be scheduled every 3,000 miles.

- b) Your system for ensuring your vehicles will continuously comply with Pennsylvania's equipment standards

Vehicles will comply with (67 Pa. Code, Chapter 175) that are applicable to the type of vehicles used in my business. Vehicles will be inspected before and after each trip. A driver's responsibility will also include making an inspection before and after each trip, as well as report any maintenance issue, or damage that may have occurred during the trip.

- c) Your system for replacing vehicles once the mileage exceeds 350,000 miles;

Vehicles will comply with 52 Pa. Code, Section 29.333(e); and will be replaced before reaching the 350,000 mileage threshold

- d) If applying for Household goods Authority, explain how it will be ensured that vehicles meet all USDOT equipment standards;

Not applicable

9. As proof that an effort has been made to determine that insurance is affordable, list the name and phone number of insurance agents that you have contacted and the prices of premiums that they have quoted:

I have already purchased insurance to satisfy the US Department of Transportation's requirement of 1.5 million combined single limit liability and am insured with Progressive Casualty which premium is \$7,500 a year, through the office of:

Estate Brokerage Services  
7102 Frankford Avenue  
Philadelphia, PA 19135  
Michael Eichert, Broker  
(215) 624-7100

10. Criminal Record; Have you been convicted of a misdemeanor or felony for which you remain subject to supervision by a court or correctional institution? YES \_\_\_ NO X

11. Financial Data. In addition to demonstrating your technical fitness, you must also demonstrate that you possess the financial fitness to provide the proposed transportation service. You need only provide the applicable information. Please feel free to also provide clarification information with your "Statement of Financial Position", which explains why you believe you have sufficient funds to ensure your transportation business can provide reliable service to the public in a safe manner.

**Note: Commission regulations require that if the applicant is a partnership, limited partnership, limited liability partnership, limited liability company, or corporation, this question applies to all partners, members, shareholders and corporate officers. Each individual holding any of these positions should provide a separate page identifying the individual and a statement of his/her financial position.**

**Statement of Financial Position (Balance Sheet)**As of (date) 05/18/2015ASSETS

## Current Assets

Cash	<u>\$ 6,000.00</u>
Other Current Assets (Specify)	<u>                    </u>

## Other Assets

Motor Vehicle Equipment	<u>\$ 20,000.00</u>
Building and Structures	<u>475,000.00</u>
Office Equipment	<u>10,000.00</u>
Investments and Funds (specify)	<u>                    </u>

<u>TOTAL ASSETS</u>	<u>\$511,000.00</u>
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LIABILITIES

## Current Liabilities (Due within one year of date)

Long Term Liabilities (Due after one year of date): home loan	<u>\$ 388,000.00</u>
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<u>TOTAL LIABILITIES</u>	<u>\$ 388,000.00</u>
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<u>NET WORTH/OWNER'S EQUITY (Subtract total liabilities from total assets)</u>	<u>\$ 123,000.00</u>
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**Disclaimer: Applications are public records and can be accessed on the PUC's website. DO NOT provide social security numbers, credit card numbers, bank account numbers, tax information, or any other confidential information on your application, business plan, or verified statement forms.**

**STATEMENT OF FINANCIAL POSITION**  
**One Year Projected Income Statement**

**REVENUE and GAINS**

Operating Revenue	_ 130,000.00 _
Net Revenue from non-carrier operations	_____
Dividend and interest revenues	_____
Other non-operating revenue	_____
Gains	_____
Total Revenue and Gains	_ \$100,000 _

**EXPENSES**

Equipment Maintenance and Garage Expense	_ 3,000.00 _
Insurance Expense	_ 7,500.00 _
Employee Salaries	_____
Supervisory Salaries	_____
Officer Salaries	_ 40,000.00 _
Fuel Expense	_ 18,000.00 _
Purchased Transportation (Leased Expense)	_____
Materials and Supplies Expense	_ 500.00 _
General Office Expense	_____
Advertising Expense	_ 1,200.00 _
Telephone Expense	_ 1,920.00 _
Accounting Expense	_ 500.00 _
Legal Expense	_ 1,000.00 _
Uncollectible Revenue	_____
Depreciation Expense	_ 2,500.00 _
Amortization	_____
Operating Taxes and Licenses	_ 256.00 _
Rent Expense	_____
Loss	_____
Total Operating Expense and Losses	_ \$73,376.00 _

**Net Income Before Taxes**

Provision for Income Taxes	_ \$13,000.00 _
<b>Net Income (Loss)</b>	_ \$10,624.00 _

## Verification of Statement

The undersigned deposes and says that he/she is authorized to and does make this verification and that the facts set forth therein are true and correct to the best of his/her knowledge, information, and belief. The undersigned understands that false statements herein are made subject to penalties of 18 Pa. C. S. Section 4904 relating to unsworn falsification to authorities.

*S.K.*

(Signature)

5/18/16

(Date)

Balaji .K. Balaraman Subbayen

(Name and Title, printed or typed)

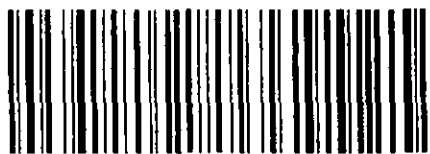
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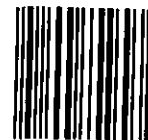
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Compliance Specialists  
Bureau of Technical Utility Services  
PO Box 3265  
Harrisburg, PA 17105

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